

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas konten, interaktivitas merek melalui kesadaran merek dan dimoderasi oleh *product involvement* dalam memengaruhi niat beli produk Somethinc. Responden dalam penelitian ini adalah pengguna aplikasi TikTok yang pernah melihat tayangan video tentang produk Somethinc. Penelitian ini menggunakan 200 responden dengan teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Berdasarkan hasil penelitian dan analisis data menggunakan SPSS (*Statistical Productand Service Solution*) menunjukkan bahwa : (1) Kualitas konten dan interaktivitas merek berpengaruh positif terhadap kesadaran merek (2) Kualitas konten dan interaktivitas merek berpengaruh positif terhadap kesadaran merek (3) Kesadaran merek memediasi hubungan antara kualitas konten dan interaktivitas merek terhadap niat beli (4) Kesadaran berpengaruh positif terhadap niat beli (5) *product involvement* memoderasi hubungan kesadaran merek terhadap niat beli.

Kata Kunci : Kualitas Konten, Interaktivitas Merek, Kesadaran Merek, *Product Involvement*, Niat Beli.



SUMMARY

This study aims to determine the effect of content quality, brand interactivity through brand awareness and moderated by product involvement in influencing Somethinc's purchase intention. Respondents in this study were users of the TikTok application who had seen video shows about Somethinc products. This study uses 200 respondents with the sampling technique used is purposive sampling. Based on the results of research and data analysis using SPSS (Statistical Product and Service Solution) shows that: (1) Quality of content and brand interactivity has a positive effect on brand awareness (2) Quality of content and brand interactivity has a positive effect on brand awareness (3) Brand awareness mediates the relationship between content quality and brand interactivity on purchase intention (4) Awareness has a positive effect on purchase intention (5) product involvement moderates the relationship between brand awareness and purchase intention.

Keywords : *Content Quality, Brand Interactivity, Brand Awareness, Product Involvement, Purchase Intention.*

